

Minutes of 3.11.21 Maynard Economic Development Committee Meeting, 8 am.

Meeting called to order at 8:05 am.

Members' present: Roz Greenstein, Sarah Cressy, Bill Nemser, Megan Zammuto, Lynda Thayer, Frank Dzerkacz, Mark Pesce, and Karen Freker. Member absent: Jerry Beck.

Others' present: Jeff Swanberg (Select Board Liaison), John Massauro, Erik Hansen, Kathy Belisle, Tim Hess and John Cramer.

Minutes of 2.25.21, with the correction of Maro's name, were unanimously approved.

Select Board (SB) Update. According to Swanberg, if everything is portable in case of snow, the SB advocates outside dining. To date, Zammuto has received seven "extension of premise" applications. Most are doing exactly what they did last year. Thayer applauded Zammuto for her quick turnaround on this project.

Wayfinding. The Committee previously contracted with a vendor to create signage to identify public parking lots, which correlated with the map project. However, the vendor could not promulgate the signage, and the relationship was terminated.

Since there is significant project cross-over between the MEDC and the Parking Authority, Zammuto suggested that this project be shifted to the Parking Authority's jurisdiction. Although there was no formal vote, the Committee agreed.

Greenstein pointed out that perhaps our current project is parking signage, rather than wayfinding.

According to Cressy, Hudson recently received a grant to hire a wayfinding/placemaking consultant. Cressy served on the Steering Committee which included 15 participants representing a broad spectrum of interests (downtown, broader business community, planning, recreation, historical, etc.). The consultant presented a series of models, then the group collectively prioritized the number of signs, type of signage, colors, graphics, etc., which created a "blueprint." Cressy suggested that Maynard might consider the same process and will get grant source information to Nemser and Zammuto. Nemser suggested that the Long-Range Rapid Recovery Program (DHCD) might be a funding option, as well.

Banner Project (cross the road). Nemser will re-send his original banner "white paper" for members to review. While Eversource did give permission to use their poles, Maynard's DPW does not have the equipment to hang a banner. If we hire a company to hang the banners, will the costs outweigh the benefits? Nemser will compile "ballpark" costs for our next meeting.

Discover Maynard. The Maynard Cultural Council does not have the capacity to maintain this site.

In his research, Pesce reported that many of our surrounding communities do not have a page/website. Cressy suggested that Discover Hudson, could be used as a model, however, it cost \$7,500 to build, and this cost does not include maintenance. The site is funded by Hudson's Business Improvement District.

Massauro suggested that we explore Assabet Valley Regional Voc. as a resource to build the site. Cressy will forward contact information to Greenstein.

Greenstein and Thayer will serve as a subcommittee to revisit/redefine the website's goals.

Maps. Thayer has received permission to edit the map and send changes to Maro for a redesign. This will be posted online and in the kiosks.

Improving Communication with the Business Community. Greenstein reported that pre-COVID, a subcommittee of Zammuto, Nemser, Greenstein, and Downey were the “EDC agenda subcommittee” and did a comprehensive review of existing planning documents. Out of that work came suggestions for action items, some of which were for specific projects, while others seem to require new processes. One idea that came out of that work was a plan to host meetings with the business community, perhaps every six months. Greenstein asked for volunteers for an “outreach” subcommittee. Dzerkacz volunteered and asked if he could recruit volunteers outside of the MEDC. Absolutely, was the Committee’s response. Therefore, Cramer also volunteered. In addition, Greenstein suggested that the MEDC might consider hosting an annual meeting, where we invite all other Town Committees to encourage cross pollination and create synergy. Perhaps we consider that after the business outreach meetings?

Naylor Court Vision presentation was made by Tim Hess, resident, and owner of InSitu. According to Hess, the problem is that there have been six or seven schemes presented since 2016, but not one plan has taken a big picture approach. Hess asked, what if Veteran’s Memorial Park was moved, and Naylor Court became the park, and an extension of Glendale Rd. became the central promenade through the newly defined space? Net loss of parking is 17 spaces, but Hess argued that parking is mostly a problem of perception.

The vision also includes a Summer Street Overlook which would house the veterans’ monuments, and a splash park and rain garden in the “basin.” While providing less vehicular space, this vision addresses the needs of children and families and creates a plaza for the entire town.

Moreover, Hess’s vision addresses parking inefficiency. At present, each parking space eats up 600 sf for access. This new design only utilizes 300+ sf of impervious surface. However, enough hard scape would be preserved for emergency vehicles.

Committee feedback was overwhelmingly positive. Pesce asked about dedicated employee parking. Thayer asked, what is next? Hess stated that the process began with the Berringer Project, and he plans to “put it away for a while.”

ATA Update. Zammuto is tackling Cannabis delivery licensure and working with the Planning Board to craft a Warrant Article to address zoning and the two modes of delivery—warehouse plus delivery v. a delivery service that transports product from existing cannabis retailers to customers’ home. She is setting up regular Parking Authority Meetings and will inform the MEDC of those dates.

Planner Update: Nemser is exploring new growth management legislation that prioritizes high density housing, and how it will affect Maynard. He is preparing a summary for the Planning Board and will circulate the summary to MEDC members.

Assabet Valley Chamber Update. The Chamber, in conjunction with MA Innovation, recently applied for a Regional Innovation Pilot Program Grant through MOBD. Cressy emailed the abbreviated narrative on 3/10/21. The Chamber, in concert with public officials, will decide whether to host Maynard Fest in mid-June.

Meeting adjourned at 9:35 am.

Proposed Minutes Submitted by Sarah Cressy on 3.11.21.